



Kentucky State Data Center

United States Census 2000

Operational Plan Summary

Census 2000 will occur next year to determine how many people reside in the U.S., precisely where they reside, and their demographic characteristics. Census 2000 is the nation's largest and most complex mobilization and will include numerous critical phases, such as preparing the address list, mailing questionnaires, performing quality checks, and tabulating census results.

The data gathered by Census 2000 will be used to:

- apportion the U.S. House of Representatives among the states,
- draw legislative districts within each state,
- allocate nearly \$200 billion per year in federal funds,
- provide baseline demographic statistics for planning and evaluating federal, state, and local services and private business decisions.

Identification of Housing Units

A great deal of preparation is required before census questionnaires are distributed. First, the Census Bureau will identify all living quarters in the country by creating a Master Address File (MAF). The MAF for city-style addresses is created by combining 1990 Census addresses with U.S. Postal Service addresses. The MAF for rural addresses will be created through a door-to-door canvass by Census enumerators. By participating in the Local Update of Census Addresses

program, local officials will have the opportunity to review the address list before the census questionnaires are distributed.

Another challenge in the decennial census is enumerating people who do not live in traditional housing units, such as those living in nursing homes, college dormitories, migrant farm camps, and military installations. Census workers will make advance visits to each area, then personally deliver questionnaire packets in April 2000.

(continued on p. 4)

Statewide Complete Count Committee Formed

Kentucky joined the list of state and local governments, community organizations, and businesses that have formed partnerships with the Census Bureau for Census 2000. On April 1, 1999, Governor Paul E. Patton officially formed a statewide Complete Count Committee (CCC) and signed a proclamation declaring April 1, 1999, as U.S. Census Awareness Day. Susan B. Hardy, director of the Charlotte Regional Census Center, was on hand to accept the proclamation from Governor Patton.

"State and local partnerships are key to a complete and accurate census,"

(continued on p. 3)

Inside:

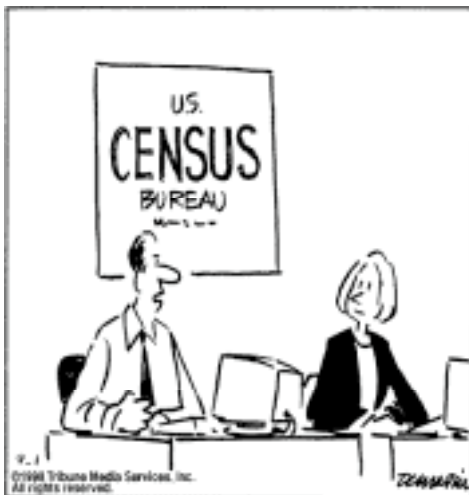
Q & A About Jobs

The Census Goes to School

Privacy and the Census Bureau

Gov. Patton's Proclamation

What the Bureau Does
Between Censuses



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 "It's time for Americans to stand up and be estimated!"



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The KSDC News is produced by the Kentucky Population Research (KPR) program of the Kentucky State Data Center (KSDC) located at the University of Louisville Urban Studies Institute. KPR and KSDC collaborate as the Commonwealth's official demographic agencies and representatives in US Bureau of the Census federal-state cooperative programs.

The Census Goes to School

The Census Bureau collaborated with Scholastic, Inc. to produce "Making Sense of Census 2000," a series of learning materials designed to help students learn what a census is and why it's important to them, their families, and the community. These free materials support math, geography, and social studies curricula and will help bring the census to life for millions of school children.

The teaching kits are grade-range specific with appropriate lessons for grades K-4, 5-8, and 9-12. Each package includes teachers' kits, a principal's kit, and a class set of student take-home guides, with a short teacher lesson guide, and a letter to parents encouraging them to participate and respond to Census 2000. Each participating teacher also receives a 4 x 6-foot wall map of the U.S.

For more information or to download the teaching guides, visit the U.S. Census Bureau web site at www.census.gov.

Privacy and the Census Bureau

By law, the Census Bureau cannot share your answers with the IRS, FBI, Social Services, Immigration, or any other governmental agency. No court of law, not even the President of the United States, can find out your answers. And the same law that keeps your answers out of the hands of these agencies, prevents the Census Bureau from selling or giving away your address to people who want to send you mail.

The Census Bureau's dedication to confidentiality plays an important role in everything it does — including hiring, training, planning procedures, and reporting. Census workers are sworn to

secrecy. They know that if they give out any information they see on a form, they can face a \$5,000 fine and a five-year prison term.

Census workers must pass security and employment reference checks. They cannot currently work as tax collectors, assessors, or law enforcement officials. Protecting the privacy of people who reply to the census is an important part of every census taker's training.

The Census Bureau also uses technology to protect your information. These measures include electronic barriers, scrambling devices, dedicated lines, and numerous other security procedures.

Your answers are combined with others to produce the statistical summaries that are published. No one can connect your answers with your name or address.

United States Census 2000

What Does the Census Bureau Do Between Censuses?

The decennial census is well known because it is a national event that involves everyone. However, the Census Bureau conducts a number of other censuses and surveys for government, private entities, and individuals. Additional activities include planning, preparing, conducting, and publishing data for numerous economic and demographic surveys such as the:

- Census of Manufactures
- American Housing Survey
- Consumer Expenditure Survey
- 1997 Economic Censuses
- Survey of Income and Program Participation
- Manufacturers' Shipments, Inventories, and Orders
- Current Population Survey.

Population of the United States by Census Year in Millions

1890	1900	1910	1920	1930	1940
63.0	76.2	92.2	106.0	123.2	132.2

Statewide CCC Formed *(continued from p. 1)*

said Hardy. "Local businesses and community organizations know their constituents better than the Census Bureau or any other governmental office. State, local, and tribal governments also know their local conditions and circumstances better than the Census Bureau ever will. For these reasons, partnerships are a priority with us."

"We wish to thank the Governor and the state of Kentucky for joining us in the promotion of Census 2000," said Hardy. "The Census Bureau cannot conduct the census alone. It needs strong partners to help accomplish the goal of a complete census."

Governor Patton is the honorary chair of the statewide Complete Count Committee; Ron Crouch and Beverly Daly of

the Kentucky State Data Center, are cochairs. They, along with 27 members from around the state, will develop an action plan to support Census 2000 operations and promotions.

In addition to determining how many seats each state will have in the U.S. House of Representatives, Daly noted that "the federal government allocates more than \$180 billion each year to localities based, at least partly, on census numbers. We want to make sure that Kentucky receives its fair share of representation and revenue."

Many local and county governments in Kentucky have formed their own Complete Count Committees to enhance knowledge and awareness of Census 2000.

Questions and Answers About Census 2000 Jobs

What is the pay?

Census jobs will pay a competitive wage in your area. Also, Census workers will be reimbursed for authorized expenses such as mileage.

What will I do?

Most jobs are in the field, verifying, correcting, adding or deleting addresses, and conducting interviews.

How can I qualify?

- You can qualify if . . .
- you're 18 years or older.
 - you take a written test of basic skills.
 - you agree not to engage in any partisan political activity within 24 hours of performing work.
 - Males 18 years or older must be registered with selective service.

What is the test like?

The test consists of 28 multiple choice questions designed to measure the skills and abilities required to perform

a variety of Census jobs, like reading, math, following instructions, and map reading skills. You will be given 30 minutes to complete the test. You may retake the test as often as required.

What positions are available?

Census Takers — locally hired people who work in their own neighborhoods, locating addresses and interviewing household members.

Crew Leaders — supervise the work of enumerators.

Office Clerks — perform a variety of clerical functions

When are the positions available?

Some positions are available now; others will open soon. The Census Bureau encourages you to apply early.

The Census Bureau is an equal opportunity employer. To find out how and where to apply, call toll free, 1-888-325-7733.

WHEREAS, The Commonwealth of Kentucky is actively committed to participation in the 2000 United States Census; and

WHEREAS, All citizens of our state have a unique opportunity and responsibility to participate in this important event; and

WHEREAS, Kentucky's Census Complete Count Committee will work with the Census Bureau to promote Census 2000 to all of our citizens; and

WHEREAS, The Complete Count Committee will develop outreach activities designed to meet the needs of all residents and to reach those considered difficult to enumerate; and

WHEREAS, The Committee will encourage everyone to complete a census questionnaire and promptly return it by mail; and

WHEREAS, Kentucky supports the efforts of the Complete Count Committee;

NOW, THEREFORE, I, PAUL E. PATTON, Governor of the Commonwealth of Kentucky, do hereby proclaim April 1, 1999, as U.S. CENSUS AWARENESS DAY in Kentucky and call to the attention of all our citizens that the official mail-out date of census forms will take place one year from this date.

1950	1960	1970	1980	1990	2000
151.3	179.3	203.3	226.5	248.7	?

**How America Knows
What America Needs**

<http://www.census.gov>

Operational Plan Summary

(continued from p. 1)

The Census Bureau will also produce data showing the number of persons tabulated at emergency and transitional shelters. This category will include shelters with sleeping facilities, low-cost hotels and motels, shelters for abused women, commercial campgrounds, and maternity homes.

People enumerated at soup kitchens, regularly scheduled mobile food vans, targeted non-sheltered outdoor locations, and Be Counted sites will be tabulated into the category called "other noninstitutional group quarters population."

Delivery and Data Capture

Cities, towns, and suburban areas will receive Census 2000 questionnaires through the mail; in rural areas, census enumerators will deliver pre-addressed forms to respondents.

The Census **short form** will be delivered to approximately 83 percent of all housing units. This form asks for information on only seven subjects (name, sex, age, relationship, Hispanic

Improvements for 2000

- a larger, easier to read typeface.
- instructions written directly on the form.
- Walk-In Questionnaire Assistance Centers in convenient public locations.
- special Be Counted forms.
- a toll-free Telephone Questionnaire Assistance system in English, Spanish, and other languages.

origin, race, and whether the home is rented or owned).

The Census **long form** will be delivered to a sample — about 17 percent — of all housing units, including the short-form questions as well as a number of questions on social, economic, financial, and physical characteristics.

A paid advertising campaign will generate Census 2000 awareness and reminders. In addition, several new features will make it easier for citizens to complete and return census forms.

At the height of census operations, an expected 75 million forms will be returned in a two-week period. In

addition to the permanent processing center in Jeffersonville, Indiana, three temporary centers using advanced technology will help process the forms.

All households not responding will be part of the Bureau's Non-Response Follow-Up program and will be visited by a census enumerator. Field operations will conclude by October 2000.

Census 2000 Results

The Census Bureau will tabulate results and present the data required to reapportion the U.S. House of Representatives to the President by December 31, 2000. By April 1, 2001, redistricting data for each state will be released. After that date, more complete demographic data for all geographies will be released on a flow basis for each state.

Coming Next Issue:

- New Data Collection/Tabulation for Race
- Census 2000 Data Products and Dissemination
- Technological Advances for Census 2000

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